



RACHAEL RITCHIE | DESIGNER

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CLIENTS

Dannon Light & Fit
ChapStick
Abreva
Dannon Two Good
Little Hug Fruit Barrels
Bar-S Foods
Nexium
Boys & Girls Club
T-Mobile
Century 21 Real Estate
7-Eleven
Jack in the Box
Kiddie Academy
Chyten
REGIS
The New Well
Play Away
Millennium

TECHNICAL SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Adobe After Effects
Keynote
PowerPoint

PROFESSIONAL EXPERIENCE

Associate Creative Director / Senior Art Director / Art Director, Revolution Digital — '14 to '21

Supervise and support teams on digital design projects for multiple clients, including websites, social posts and stories, Pinterest pins, and photoshoots; many with parallel or overlapping timelines. Mentor junior staff in project development and manage their performance goals. Work closely with producers to manage and direct photoshoots on time and on budget. Collaborate with account and project management teams to provide job assignment/scope and workload balance to ensure that the project objectives, budgets and timelines are met, while troubleshooting any issues that may arise during the duration of a project.

Flourish in and contribute to a creative environment alongside designers, copywriters, content strategists, developers and freelancers. Responsible for helping to set and evolve brand creative visions and aesthetic, providing directions and guidance for major and minor campaigns, and ensuring all work is up to brand standards. Meet with new and existing clients to understand project objectives and present creative concepts.

Independent Contractor, Associate Creative Director / Graphic Designer — '12 to Present

Managed and coordinated graphic design projects for various clients from concept through completion.

Art Director, The CSI Group — '13

Worked with the art department to create original graphic content for marketing materials, including brochures, sell sheets, in-store graphics, storefront window graphics, websites, social media materials, PowerPoint presentations, Keynote presentations and more. Provided creative direction to production artists and other staff members. Maintained graphic consistency across all deliverables.

Art Director, St. Jacques Marketing Inc. — '07 to '12

Held lead role in the design and production of print collateral, identity, packaging, multi-media and web design for corporate clients. Spearheaded every phase of the design process including brainstorming, strategy, production, editing and preparing files for output. Collaborated with client service team to construct a vision, conceive designs, and meet deadlines and requirements for clients. Trained, supervised and provided artistic direction for freelancers and intern designers.

Senior Graphic Designer, Kiernan | Thompson — '06 to '07

Collaborated with graphic design team and clients to create unique logos/identities, brochures, advertisements, editorial spreads, magazine covers, posters, promotional mailers, display design, and packaging, from conception to completion. Obtained quotes and managed projects to ensure deadlines were met within the allotted budget.

Marketing/Sales Assistant, Millennium Communications Group Inc. — '02 to '06

Completed marketing design projects that ranged from identity and branding for subsidiary companies to promotional sales sheets and service sheets. Additional responsibilities included creating PowerPoint presentations for marketing and sales initiatives, designing custom trade show graphics, and promotional products.

EDUCATION

School of Visual Art — '09

Continuous Educational Course

Monmouth University — '02 to '06

Bachelor of Fine Arts with specialization in Computer Graphic Design